

**STATION KXPB HAS ASCERTAINED THAT THE FOLLOWING
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:**

1st Quarter - 2015

- 1. HEALTH CARE**
- 2. IMMIGRATION REFORM**
- 3. EDUCATION**
- 4. PUBLIC SAFETY**
- 6. LOCAL AND NATIONAL ECONOMY**
- 7. WOMEN'S ISSUES**
- 8. LOCAL POLITICS AND GOVERNMENT**
- 9. ROLE OF LATINOS IN THE COMMUNITY**
- 10. LATINO YOUTH**

ISSUE: HEALTH CARE

Measles contagions has been spreading across the country. Shockingly, politicians Rand Paul and Chris Christie have put vaccination on the public discussion, stating that it shouldn't be mandatory but a parental decision.

Program: Perspectiva Nacional (Segment #1, 9:02)

When: February 15, 2015 7:30a.m - 8:00am

Description of Program: This week more measles cases were reported in the U.S., though health officials have urged the public to get vaccinated. Two experts of the highest health organizations in the Americas and the world, joins us in the show to answer the most frequently asked questions on the topic.

Doctors Cuauhtemoc Ruiz Matus, from the Panamerican Health Organization (PAHO) and Desirée Pastor, from the World Health Organization, will tell us what it is measles and how an infection occurs, who are vulnerable to the disease, why one should be vaccinated regardless of age and to clarify false rumors about the effects of immunization.

Obamacare enrollment period ends, but people have until 12 Midnight today to start the process. A federal legislator calls out to the community to take advantage of it.

Program: Perspectiva Nacional (Segment #3, 5:59)

When: February 15, 2015 7:30a.m - 8:00am

Description of Program: Rep. Tony Cardenas from California will also be with us, to remind the audience that is still time to enroll Obamacare and why it is important to do so.

The Go-Red for Women Campaign is about making women aware that heart disease and stroke are not diseases exclusive to men and how it's important to live a healthy life.

Program: 60 Second PSA "Women"

When: January 1, 2015 - March 31, 2015

Description of Program: The Women's Heart Disease campaign from the Ad Council aims to dispel the myth that heart disease and stroke are an older man's disease. Through the depiction of a strong, resolute woman breaking barriers in different decades, the new PSAs demonstrate that women can do anything men can do and that unfortunately includes dying from heart disease and stroke. Audiences are directed to GoRedForWomen.org where they can sign up to be members, learn about heart disease, their risk for developing it, and find tools for leading heart healthy lives.

The Clear the Air Foundation was founded with to assist in clearing the air in Colorado by reducing the emissions from old/improperly maintained vehicles on the road.

Program: 30 Second PSA "Clear the Air"

When: January 1, 2015 - March 31, 2015

Description of Program: Founded by Colorado Automobile Dealers Association and its members in 2007, Clear the Air Foundation strives to effectively lessen the amount of pollution emitted by old or not properly maintained vehicles on Colorado's roads. The Clear the Air Foundation supports charities that are dedicated to helping Colorado's citizens who suffer from environment-related health issues such as asthma and breathing disorders. Incorporated under the laws of the State of Colorado, the Clear the Air Foundation is a corporation for charitable purposes 501(c)(3) and not for financial profit

ISSUE: IMMIGRATION REFORM

President of Mexico, Enrique Peña Nieto, meets with President Obama during his visit to the U.S. They speak of important issues for both countries, including Immigration. Also, Ambassador of El Salvador discusses President Obama's executive actions on Immigration, an TPS extension for his compatriots in the U. S.

Program: Perspectiva Nacional (Segment #1, 9:00; Segment #3, 5:59)

When: January 11, 2015 7:30a.m - 8:00am

Description of Program: This week had a lot of activity in Washington, DC. On one hand, the visit of the President of Mexico, Enrique Peña Nieto, to the White House. At the meeting with Mexican Presiden, Obama addressed issues such as economy, security and immigration between the two countries. The international impact of these issues and for Mexicans in the United States, is what we will discuss with Peter Schechter, an analyst at the Atlantic Council, and Maureen Meyer, an analyst at Washington Office on Latin America.

Also, the Ambassador of El Salvador, Francisco Altschul, joined us in the show to explain the extension of the TPS for his compatriots in the United States, and the Immigration executive actions of President Barack Obama.

As millions of DACA beneficiaries get ready in a few days to start applying for its extension under the new Immigration Presidential Executive Order, a federal Democratic legislator explains what is happening behind scenes in Congress regarding Immigration Reform.

Program: Perspectiva Nacional (Segment #2, 7:59)

When: February 15, 2015 7:30a.m - 8:00am

Description of Program: Rep. Luis Gutiérrez from Illinois will address the issue of immigration, what happens behind scenes on the House regarding the executive actions President Obama and extension process for DACA, scheduled to begin next February 18th.

ISSUE: IMMIGRATION REFORM (continued)

President Obama's Executive Action has been challenged by 25 states, and federal judge Andrew Hanen has issued an injunction to halt the DACA extension and Deferred Action for Parents (DAPA), that could have become an immigration relief to nearly 5 million people across the nation.

Program: Perspectiva Nacional (Segment #1, 9:00; Segment #2, 8:00)

When: February 22nd, 2015 7:30a.m - 8:00am

Description of Program: This week, we discuss the decision of Judge Andrew S. Hanen, from the district court in Texas, which temporarily suspended President Barack Obama's executive actions on immigration. Ben Monterroso, from Mi Familia Vota, and Lorella Praeli, from the United We Dream organization, will join us in the show to inform our viewers what's next in the pro-immigration movement, despite the injunction.

We also spoke with immigration attorney Jose Pertierra, to know what are the next steps and how soon the appeal of the judge's Hanen decision by the federal government will take place, and also what people who could benefit from the executive action can do while this lawsuit is elucidated.

The Presidential Executive Action's is under fire, after a 25-states lawsuit. But community organizations, along with the Mexican consulates, are encouraging Latinos to get their documents ready for DACA extension and Deferred Action for Parents (DAPA)

Program: Perspectiva Nacional (Segment #2, 8:00)

When: March 1st, 2015 7:30a.m - 8:00am

Description of Program: We'll also discuss the urgency that pro-immigration community organizations and the consulates of Mexico in the country are injecting to those who can benefit from Obama's executive action, so they can continue to ready their documents. The Consul of Mexico in Washington, Juan Carlos Mendoza, will be in the show to expand into what they are doing, along with Gustavo Torres, Executive Director of CASA de Maryland and CASA de Virginia, who not only believes that the President's immigration plan will succeed in court, but that the 24 states that were not involved in the lawsuit against the executive action could soon advance the agenda of the White House.

ISSUE: IMMIGRATION REFORM (continued)

The federal judge in Texas has extended the time in which he'll offer a revision to the 25-states lawsuit against the Presidential Executive Action, but pro-immigration organizations continue to mobilize the Latino community who could benefit from DACA extension and Deferred Action for Parents (DAPA) to get their documents ready.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: March 15, 2015 7:30a.m - 8:00am

Description of Program: Latest on the lawsuit on Obama's executive order on immigration. CASA de Maryland and CASA de Virginia Executive Director, Gustavo Torres, provides the information.

Despite the Presidential Executive Action's future being resolved in court, Democrats continue to encourage Latinos to get their documents ready for DACA extension and Deferred Action for Parents (DAPA)

Program: Perspectiva Nacional (Segment #2, 8:00)

When: March 22, 2015 7:30a.m - 8:00am

Description of Program: Democratic Representative from California, Tony Cardenas, insists in our show that the immigrant community should to prepare for the protections under the Presidential Executive Order, even though its future remains in the courts.

Racial profiling and Maricopa County, AZ, Sheriff Joseph Arpaio. He violated a 2011 court order preventing racial profiling, for which he proposed an economic solution. But is it a fair one?

Program: Perspectiva Nacional (Segment #1, 9:02)

When: March 29, 2015 7:30a.m - 8:00am

Description of Program: In 2011, a court in Texas banned the Sheriff of Maricopa County in Arizona, Joseph Arpaio, from ordering interventions and raids based solely on the appearance of people, actions known as racial profiling. However, the controversial Sheriff subsequently led interventions, which then served as proof that he violated the court ruling. To soften the actions, Arpaio decided to make a donation of \$ 100,000 to a civil rights organization, and proposed that the government create a fund of \$ 350,000 for victims of these actions.

The case is discussed in our show with Democratic Representative from Arizona, Ruben Gallego, and the Executive Director of Mi Familia Vota, Ben Monterroso. Both agree that Sheriff Arapaio's self-imposed fine is not enough to make up for the damage done to the immigrant community in the state.

ISSUE: EDUCATION

Families play a significant role in supporting the college graduates of tomorrow. Of Latino students who have attended college, 60 percent rank their parents as being the most influential in their decision to continue their schooling.

Program: 30-Second PSA "Many Support You"

When: March 29, 2015 7:30a.m - 8:00am

Description of PSA: Studies from the Tomas Rivera Policy Institute show that more than 65 percent of Latino parents do not have the knowledge to guide their children as they seek to apply and enroll in college. The theme "Many Support You" reminds parents that despite the complexities of applying to and paying for college, there are many resources available to help them assist their college-bound children. Viewers are directed to HSF.net for information about scholarships and financial aid, college planning events, access to student mentors, and other resources that can help their children prepare, plan, and pay for college

ISSUE: PUBLIC SAFETY

Increase in violence involving local police and the minority community, after clashes in Ferguson, Missouri, is now a national concern. Is racial profiling behind it? What can Latinos do if involved in a similar incident with authorities?

Program: Perspectiva Nacional (Segment #1, 9:00)

When: March 22nd, 2015 7:30a.m - 8:00am

Description of Program: In August of last year, the country was shocked by the violence erupted in Ferguson, Missouri. A young African American was killed during an altercation with the police, an incident that it's still investigated today, questioning the limits of excessive force by local authorities. Incidents like this keep repeating throughout the country, and although most involve African Americans, the truth is that Latinos are also subject to similar situations. What is the role of racial profiling in all this? We asked Marty Castro, Federal Commissioner for Civil Rights, who joins us via Skype from Chicago. In our studio, attorney Luis Paoli provides recommendations of what to do if a Latino is unjustly seized by the police, regardless if the person has immigration documents or not.

ISSUE: PUBLIC SAFETY (continued)

The Colorado Consortium for Prescription Drug Abuse Prevention campaign is focused on the safe use, storage and disposal of prescription drugs. The campaign features television and other ads and a new website, TakeMedsSeriously.org.

Program: 30-Second PSA "Awareness"

When: January 1st - March 31, 2015

Description: Prescription drug misuse and abuse is a serious problem both nationally and here in Colorado. Each year, overdose deaths from opioid painkillers alone number approximately 17,000 nationally and 300 in Colorado. Such deaths are now more common than alcohol-related traffic fatalities. The Centers for Disease Control and Prevention (CDC) call prescription drug overdose deaths one of the four most serious epidemics facing the nation. As recently as 2010-2011, Colorado ranked #2 in the nation among young adults ages 12-24 for self-admitted, non-medical use of prescription painkillers. Through the site TakeMedsSeriously.org, people can obtain more information about the signs of prescription drug abuse and the safe use of prescription drugs.

Program: 30-Second PSA "Old Pills"

When: January 1st - March 31, 2015

Description: Learn about the options available to safely dispose of medications through the use of permanent collection boxes, Colorado's medication take back program and safe home disposal solutions. Through the site TakeMedsSeriously.org, people can obtain more information about the proper ways to dispose of prescription drugs.

The Denver Police Department shares a series of Safety and Prevention tips on how to can keep your home, personal items and business safe and prevent possible break ins and theft.

Program: 30-Second PSA "DPD - Burglaries"

When: March 1st - March 31, 2015

Description: Information and tips from the Denver Police Department about keeping your home safe from potential burglaries including; keeping your house locked when you are away as well as when you are home and using deadbolt locks to secure your home. Use electric timers inside your home to turn on lights, T.V. or radios during your absence. Do not leave messages indicating that you are out of town on your mailbox, phone or answering machine and have mail and deliveries suspended when your away for long periods.

ISSUE: PUBLIC SAFETY (continued)

Program: 30-Second PSA "DPD - Business"

When: March 1st - March 31, 2015

Description: The Business Watch Program is a partnership between the Denver Police Department and local business owners to increase the security of businesses and reduce crime in the community at large. Some tips for business owners include; make sure that security measures, such as lights, alarms, and security personnel, are not only in place but are clearly visible and activated. Keep all areas used by patrons well-lighted to deter criminal activity. Make sure that the main activities within your business can be clearly viewed from the street. Check the parking lot for good lighting and unobstructed views. Remember to change the computer security codes and door codes / combinations when an employee who had access to it is no longer employed by your business. Most importantly, if you are ever the victim of a robbery, comply. Give up your money or your merchandise—don't give up your life.

Program: 30-Second PSA "DPD - Lock your Bike"

When: March 1st - March 31, 2015

Description: Always lock up your bicycles if they're kept outside or in a garage. Otherwise, keep them inside the house. Registering your bike is a great tool that aids officers in the recovery of stolen bikes and helps ensure the bicycle is returned to its rightful owner. You may also register your bike at any police station or COP Shop.

Program: 30-Second PSA "DPD - Valuables in Vehicle"

When: March 1st - March 31, 2015

Description: The Denver Police Department provides tips to vehicle owners/drivers such as keeping your vehicle locked up at all times(even when parked in front of your home).Don't leave anything of value in the vehicle; take them with you or lock in the trunk. This is especially true for a purse, iPod, GPS, computer case, or money. Remove your garage door opener from your vehicle when parked in your driveway or on the street. It's important to keep a copy of your vehicle registration, license number and VIN on you in case your vehicle is vandalized or stolen.

ISSUE: PUBLIC SAFETY (continued)

FEMA and the Ad Council released new national radio and television public service announcements (PSAs) to inform the American people that the technology could already be found right at their fingertips called Wireless Emergency Alerts.

Program: 60-Second PSA "Wireless Emergency Alerts"

When: January 1 - March 31, 2015

Description: Wireless Emergency Alerts are free messages sent by local public safety officials and the National Weather Service to warn about imminent danger, AMBER Alerts and national emergencies. The 90-character messages use one-way cell broadcast technology to send alerts even if other wireless voice and data services in the area are highly congested. The most important thing to know is: if you receive a wireless emergency alert on your cell phone, take the message seriously. Tune to local news media for further emergency details in your area, and take immediate action to keep safe. Severe weather is not limited to the coastlines; it can occur at any time and in any place. Since June 2012, more than 3,500 WEAs have been issued by the National Weather Service for severe weather.

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ISSUE: LOCAL AND NATIONAL ECONOMY

Discussion the economic opportunities of the Pacific Alliance (covering Colombia, Peru, Mexico and Chile) and the impact it will have for the region and the U. S.

Program: Perspectiva Nacional (Segment #1, 9:00; Segment #2, 8:01; Segment #3, 6:00)

When: January 4, 2015 7:30a.m - 8:00am

Description of Program: We start 2015 with a glance at Latin America. Ambassadors Luis Carlos Villegas and Harold Forsyth, of Colombia and Peru respectively, joined us in the first program year to discuss the opportunities of the Pacific Alliance, which their countries are members of, along with Mexico and Chile. This initiative would open the door to these four countries to develop innovative policies in various fields, especially in economic development and employment, which could be an option to reduce the migration flow to the United States.

With us also will be Latin American analyst Juan Carlos Hidalgo, from the CATO Institute. He applauds the efforts of the Pacific Alliance, but puts it into perspective of other Latin American organizations such as Mercosur. What are the differences and benefits from one another? We'll tell you in our show.

ISSUE: LOCAL AND NATIONAL ECONOMY (continued)

New government opportunities for first time home buyers and how they would benefit Latinos.

Program: Perspectiva Nacional (Segment #3, 5:59)

When: January 18, 2015 7:30a.m - 8:00am

Description of Program: President Obama announced an initiative to facilitate the purchase of homes for first time buyers. Latinos would benefit from this incentive, but is there inventory of affordable houses for the middle class? It's what we discussed with Gustavo Velázquez, Assistant US Secretary of Housing, and also with Aracely Panameño, expert in the real estate market.

Analysis of the provisions for the nation's economy and the middle class during President Obama's State of the Union address.

Program: Perspectiva Nacional (Segment #1, 8:58; Segment #2, 8:01; Segment #3, 6:01)

When: January 18, 2015 7:30a.m - 8:00am

Description of Program: Two of the central topics of President Obama's State of the Union address this week were economy and middle class, which in fact have been the main Republican campaign platform in the past six years.

In our show, we discuss Obama's proposals for both areas with Republican strategists Estuardo Rodríguez and Raul "Danny Vargas," Democratic and Republican respectively. Also with Judy Pino, conservative analyst.

But what about the small businesses? Former Administrator of small businesses under the George W. Bush administration, Hector Barreto, will be with us to offer their analysis.

Business development opportunities for Latinos and minorities, through government programs.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: February 1st, 2015 7:30a.m - 8:00am

Description of Program: Alejandra Castillo, Director of the Minority Business Development Agency, discusses the role of her federal agency which enables small minority business grow, expand, create more jobs, and have the ability to export their products to their own countries. She also tell us about her recent visit to Bolivia, as part of the U.S. delegation to President Evo Morales' inauguration.

ISSUE: LOCAL AND NATIONAL ECONOMY (continued)

President Obama issued new tax credits for the middle class this week, with a particular benefit to middle class families.

Program: Perspectiva Nacional (Segment #3, 6:01)

When: February 8, 2015 7:30a.m - 8:00am

Description of Program: We finish the show by explaining our audience the tax credits presented by President Obama this week, as part of his budget message. The public accountant Alejandro Mendoza details the benefits for middle class families, not only in terms of taxes, but also for family finances.

Important advice for tax payers regarding tax filing and credits related to Obamacare.

Program: Perspectiva Nacional (Segment #3, 5:59)

When: March 1st, 2015 7:30a.m - 8:00am

Description of Program: We are a few weeks away for the deadline to file taxes, and for the first time Obamacare becomes part of the process. The public accountant Cesar Peña joins us on the show with important information on the subject.

25 states now have "Right to work" laws, allowing certain workers not to pay labor union dues. Does it have an impact to the labor movement and what are the provisions for workers who choose to follow this law?

Program: Perspectiva Nacional (Segment #2, 8:02)

When: March 15, 2015 7:30a.m - 8:00am

Description of Program: We discuss the progress of the "right to work" laws in 25 US states, the most recent in adopting such legislation is Wisconsin. It allows certain employees of private companies to avoid paying their dues to the labor unions. On the impact of this law to the union movement, about what are the worker protections now and the benefits to corporations with this law, we talk to Rosa Lozano, National Worker Center Partnership Coordinator of the AFL-CIO, and the Executive Director of LCLAA, Hector Sánchez.

ISSUE: LOCAL AND NATIONAL ECONOMY (continued)

In order to help balance the federal budget, House Republicans proposed hefty cuts to programs like Medicare, Medicaid and Obamacare, from which thousands of Latinos benefit across the nation.

Program: Perspectiva Nacional (Segment #2, 7:59)

When: March 22, 2015 7:30a.m - 8:00am

Description of Program: Florida Republican representative Carlos Curbelo will join us in the show as well, discussing the the House's proposed budget, which will cut \$5 trillion to the federal government, impacting programs like Medicare, Medicaid and Obamacare. We also asked him about President Obama's idea of exploring mandatory voting in the United States.

ISSUE: WOMEN'S ISSUES

On International Women's Day, we analyze the current situation of Latinas in the U.S. in terms of labor and salary, political participation and that of aging women.

Program: Perspectiva Nacional (Segment #1, 9:00; Segment #2, 8:00; Segment #3, 6:00; Segment #4, 00:50)

When: March 8th, 2015 7:30a.m - 8:00am

Description of Program: In commemoration of International Women's Day, we dedicate the show to analyze where we are in the struggle for gender equity: wage, labor, civic and political participation, as well as the challenges that aging women face today.

Our new host, Tsi-tsi-ki Félix talks with several community leaders on these issues. In the first segment, SEIU labor union leader Rocío Sáenz, attorney Alisa Lachow and Dreamer mom Ingrid Vaca, discuss the challenges of women in the workplace. Where are we and what we lack to reach true equality with men? They'll provide their perspective on the subject.

Then the Democratic businesswoman Lorena Chambers and Director of Hispanic Media for the Republican Party, Ruth Guerra, agree that females are underrepresented in politics at all levels.

Finally, Dr. Yanira Cruz, president of NHCOA, the National Hispanic Council on Aging, will discuss the challenges older women face today, not only in the workplace, but also on health.

ISSUE: LOCAL POLITICS AND GOVERNMENT

President Obama will deliver his State of the Union address before the 114 Congress, and days before his message we analyze the political moves from Republicans. Also, we analyze the future of the newly restores US-Cuba relations.

Program: Perspectiva Nacional (Segment #1, 9:01)

When: January 18, 2015 7:30a.m - 8:00am

Description of Program: On 20 January, President Obama will present his State of the Union address before the 114th Congress, controlled by Republicans, who started the legislative session with an open political challenge on several issues, including the Executive Actions on Immigration. Arizona Democratic Representative Ruben Gallego, joins us in the show along with Mi Familia Vota Executive Director, Ben Monterroso, they analyze the political situation, days before the message of the President.

Also in our show, with the restoration of the US-Cuba relations, is it possible to start talking of an end to the embargo? We discuss the subject with Paul Johnson, who represents U.S. Agriculture Coalition for Cuba, who joins us via satellite from Chicago. Also joining us via Skype from New York, former Under Secretary of State for Business Affairs, José Fernández, who offers his analysis of the subject.

Cuban-American Ted Cruz is formally the first Republican to announce his intention for a presidential race. Analysis of the pros and cons of the potential candidate.

Program: Perspectiva Nacional (Segment #2, 7:59)

When: March 29, 2015 7:30a.m - 8:00am

Description of Program: Analysts and Alfonso Aguilar and Estuardo Rodriguez, conservative and Democrat, respectively, joined us to discuss the pre-candidacy of Ted Cruz for president in 2016, announced this week.

ISSUE: ROLE OF LATINOS IN THE COMMUNITY

The Vatican has confirmed the visit of Pope Francis next September to the U.S. But the Pontiff won't solely come to the country for religious events, as he will have a Congressional address. Will he use his figure as a world leader to request intervention in favor of the Immigration Reform.

Program: Perspectiva Nacional (Segment #1, 9:01)

When: February 1, 2015 7:30a.m - 8:00am

Description of Program: The U.S. Catholic community joyfully looks forward to the visit of Pope Francis in September this year. But the visit of the Pontiff is not merely religious, because not only he will hold meetings with President Obama, but will also address the Congress. Why? What will he say? And if he asks for a final action on the Immigration Reform, what effect among politicians, Catholic or not, will it have?

That's what we discuss in our show with Father José Eugenio Hoyos, Catholic priest; and Rev. Gabriel Salguero the leader of the National Latino Evangelical Coalition; and Professor Patricio Zamorano, policy expert.

ISSUE: LATINO YOUTH

While more than 245 million Americans live within 100 miles of a national forest or grassland, research shows there is a lack of connection between people and nature, particularly with children.

Program: 60-Second PSA "Discovering Nature"

When: January 1st - March 31, 2015

Description: The decline in outdoor recreational activities is especially prevalent among Hispanics, given that only 50% of Hispanic youth participate in outdoor recreation, compared to 62% of youth overall. The Discovering Nature campaign's Spanish language segment features real Hispanic families as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to visit DescubreElBosque.org where they can find a nearby forest, and activities to do once they get there.

ISSUE: LATINO YOUTH

86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent.

Program: 60-Second PSA "Perfect Spanish" "School Play)

When: January 1st - March 31, 2015

Description: These PSAs are reaching out to all fathers to inspire and support men in their commitment to responsible fatherhood. The PSAs communicate to fathers that their presence is essential to their children's well-being. The tagline "Take time to be a dad today" is part of an ongoing effort to encourage dads to play an active role in their children's lives. The campaign also serves as a resource for fathers by providing the information they need to become more involved with their kids. Audiences are directed to visit www.fatherhood.gov or call 1-877-4DAD411 for parenting tips, fatherhood programs, and other resources.